

DRIVERS TO BE IN FIGHT FOR CHAMPIONSHIP

STANDING OF DRIVERS IN FIGHT FOR TITLE

Resta	3200
Aitken	2400
Rickenbacher	2210
De Palma	1790
Milton	1120
Mulford	620
Henderson	580
Christiansen	540
Lewis	500

When Dario Resta, piloting his Peugeot, flashed across the wire victor in the speedway race at Chicago on October 14, he regained the lead in the struggle for the title of speedway champion of the world and incidentally strengthened his chances of getting the lion's share of the prize of \$12,500 in gold that is to be awarded to the two drivers registering the highest number of points under the rules as governed by the American Automobile Association.

Although Resta took the lead away from Johnny Aitken, the latter finished second in the Chicago race and is pressing Resta hard for the lead; and popular Eddie Rickenbacher is right in the running by his taking third place, Ralph De Palma is having tough luck, and he seems to be hopelessly out of the prize money, although there is a chance for him if he is favored by Dame Fortune in the Vanderbilt, Grand Prize and Championship Sweepstakes events that are to be run in Southern California in November. **Big Battles Here**

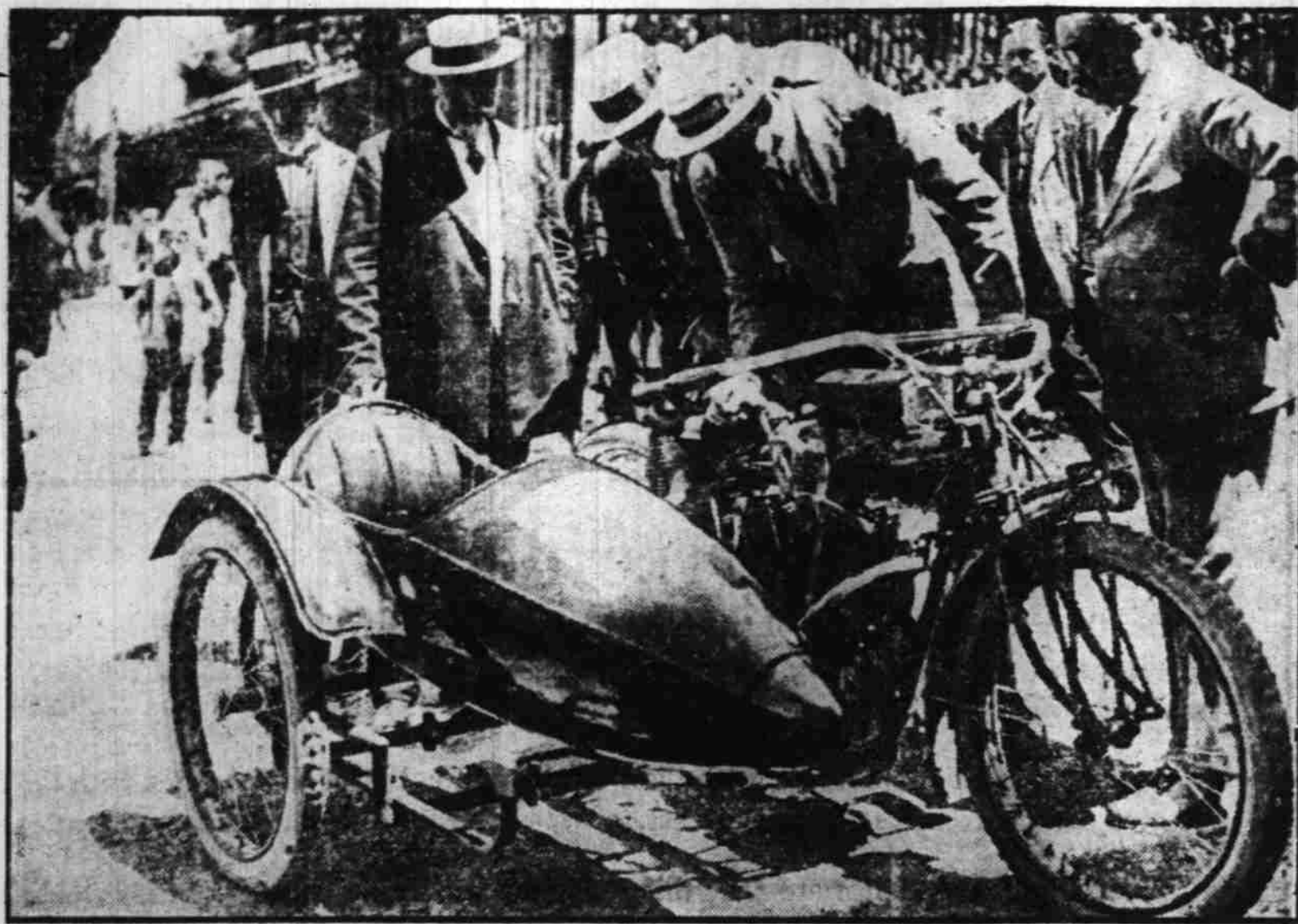
As the three big contests at Santa Monica and Ascot Park are the concluding ones in the championship awards, the real battle for the gold and the title will be fought on those courses. The Vanderbilt cup and Grand Prize races will carry 1900 points, and the Ascot Park double century on Thanksgiving Day will carry 700 points, or a total of 2600 points, sufficient to completely upset the present standing.

That the premier drivers of the land will come to California this fall, there seems to be no doubt. In addition to the big purses offered in the Santa Monica and Ascot events, there will be the championship title at stake with its attendant \$12,500 in gold. With such a fortune offered, the greatest drivers cannot afford to remain in the East.

Great Attendance Certain
With such tremendous interest in the championship battle and the richness of the purses, the attendance at Santa Monica on November 16 and 18 and at Ascot Park on Thanksgiving Day should break all records, and the class of the cars and drivers competing makes practically certain the shattering of the course records.

The last census reports gave the number of bearing English walnut trees in the United States as 914,270.

Indian Makes Big Hit With King Alfonso



King Alfonso of Spain is an enthusiastic motorist and in addition is fond of mechanics. He is shown here looking at one of the Indian side cars, which have become popular in Spain. After fully examining this machine he purchased two for his children. The Indian has proved to be a popular machine in the Iberian peninsula.

AGNEW BELIEVES IN NEWSPAPERS FOR PUBLICITY

Following his policy of strengthening the sales and advertising organization of the Chalmers Motor Company, E. C. Morse, vice-president of the selling division, has just announced the appointment of W. L. Agnew as director of advertising.

Mr. Agnew, who has already assumed his new duties, is one of the best-known advertising men in the automobile industry. For the past four years he has been advertising manager for the Hudson Motor Car Company and has been responsible for much of the excellent selling copy placed by that concern. Before joining the Hudson Company he was a prominent member of the copy staff of Lord & Thomas, Chicago advertising agents. A comprehensive merchandising experience includes several years as advertising manager of the Great Northern Railway at the time when the late James J. Hill was lending his enormous energy toward building up a great transcontinental system. In directing Chalmers advertising

policies Mr. Agnew will promote an advertising campaign of the safe and sane type as opposed to sensationalism. He is a firm believer in plain, straightforward, shoulder advertising copy that carries a real selling message and will build the coming Chalmers campaign on quality, performance and price features.

According to Mr. Agnew, Chalmers advertising plans call for widespread use of daily newspapers during the coming year. He has a high regard for the ability of newspaper space to deliver the goods and has directed a large appropriation for this purpose in the 1917 campaign.

AITKEN GIVEN RECEPTION.

Johnny Aitken, who won the recent Astor cup race in his Peugeot car, equipped with Goodyear cord tires, breaking the world's speed record for 250 miles, was tendered a great ovation when he returned to Indianapolis from the big race. A large number of friends met him at the station, and after showering him with congratulations, placed Aitken in a rickety cart drawn by a mule. The noted driver was paraded through the downtown streets until he acknowledged the joke and bought smokes for the crowd.

Maj.-Gen. Frederick Funston praised the condition and the spirit of state troops on duty in the Brownsville district, following his return from the first inspection trip to the border.

The department of commerce received from Consul-General Skinner in London notification that the British government has revoked the embargo on importation into England of oranges from the United States.

EARL COOPER HAS TRIAL OVER FAST VANDERBILT ROAD

SANTA MONICA, Nov. 2—Earl Cooper, famous Stutz pilot, is the first driver to make a trip over the Santa Monica road race course over which will be held on November 16 and 18 the Vanderbilt Cup and International Grand Prize races, in a racing car this year. Cooper paid the course a visit last week and was greatly interested in the preparations for the contests.

Work started on the stretches last Monday and the erection of the bridge and grandstand commenced at the same time. The work is under the direction of Commissioner of Public Works Carter, the man who has had charge of all previous work on the roads. Mr. Carter is experienced in the needs and requirements of road work for racing purposes and promises that the course will be faster this year than ever. He also states that all work will be done before first practice starts on November 9.

The bridge over the course will be erected at Eighth and Wilshire boulevards this year instead of at Seventh street as in former years. The change of location will make for better handling of traffic, say the men in charge. The new location of the bridge will allow motorists who come by way of Washington and National boulevards a straight shot into the course.

Cooper in his inspection trip looked over the road very thoroughly and stated that world's records would be broken this year. He based his prediction on the fact that the course is now in much better shape than ever before and furthermore he said that as Santa Monica had held no race for two years and that racing cars had

Improved greatly in that time greater speed would be secured.

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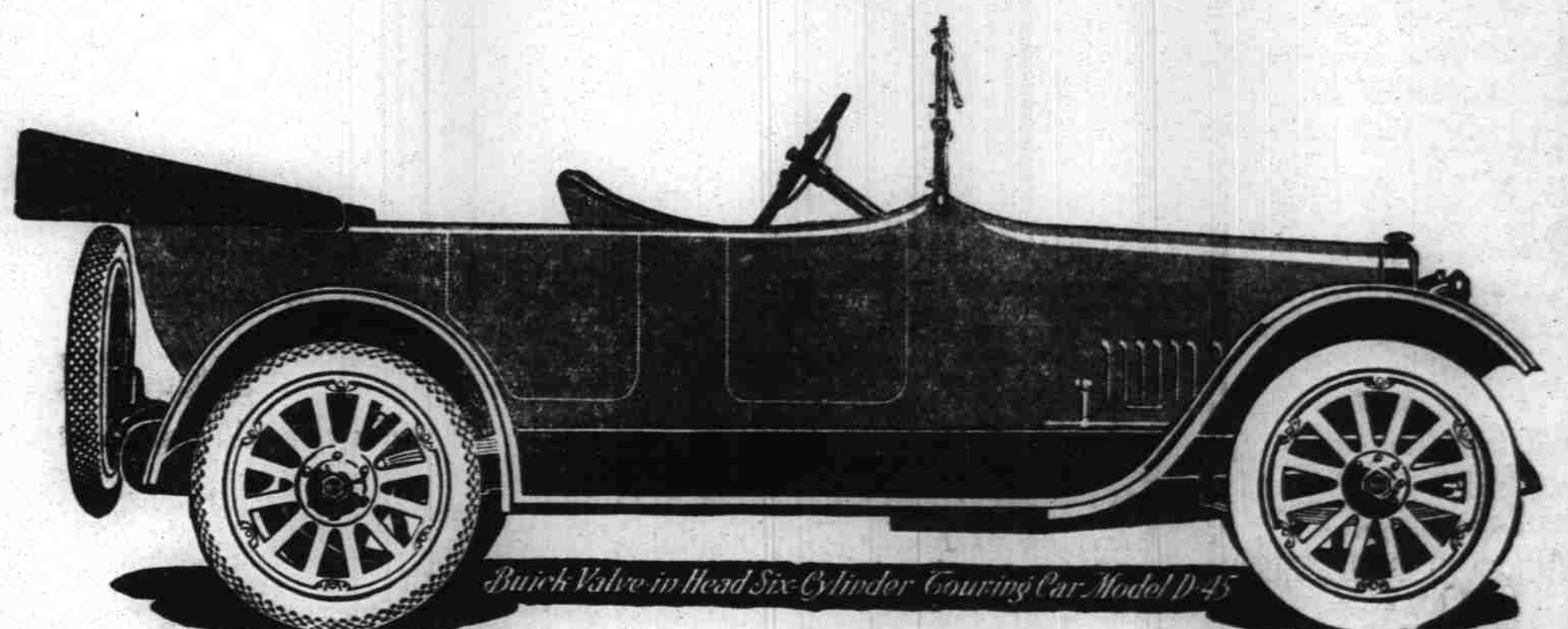
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